

## Liverpool John Moores University

Title: Content Generation for International Students  
Status: Definitive  
Code: **4023JOURN** (119936)  
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Steven Harrison	Y

**Academic Level:** FHEQ4      **Credit Value:** 24.00      **Total Delivered Hours:** 96.00  
**Total Learning Hours:** 240      **Private Study:** 144

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Workshop	72.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay: of web work	20.0	
Portfolio	AS2	Portfolio: of print work	80.0	

### Aims

*To allow students to develop their writing skills and formulate ways users can be encouraged to generate news-orientated content.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Choose the appropriate style of writing to fit a given brief for different platforms and purposes, including features, news backgrounders, columns/blogs, reviews and sports reports.
- 2 Review user generated content and explain how it can be effectively generated and deployed by news media.
- 3 Employ user enthusiasm for celebrity and gossip to develop content from both users and journalists.
- 4 Identify how user generated content can develop consumer interest and involvement.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	1		
Portfolio	2	3	4

## Outline Syllabus

*News analysis and backgrounders; feature writing; personality profiles; advanced interview skills; reviewing; columns; role of the specialist writer. History, cultural context and technology of user-generated material. Critique of how UGC is currently gathered and deployed.*

## Learning Activities

Lectures, workshops and self-directed study.

## References

<b>Course Material</b>	Book
<b>Author</b>	Adams, S. and Hicks, W.
<b>Publishing Year</b>	2009
<b>Title</b>	Interviewing for Journalists
<b>Subtitle</b>	
<b>Edition</b>	2nd edition
<b>Publisher</b>	London: Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Hennesy, B.
<b>Publishing Year</b>	2005
<b>Title</b>	Writing Feature Articles
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Harlow: Focal Press

<b>ISBN</b>	
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<b>Course Material</b>	Book
<b>Author</b>	Gillmore, D.
<b>Publishing Year</b>	2006
<b>Title</b>	We The Media
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: O'Reilly Media
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Andrews, P.
<b>Publishing Year</b>	2005
<b>Title</b>	Sports Journalism, A Practical Introduction
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Sage
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Wheeler, S.
<b>Publishing Year</b>	2009
<b>Title</b>	Feature Writing
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Pape, S. and Featherstone, S.
<b>Publishing Year</b>	2006
<b>Title</b>	Feature Writing, A Practical Introduction
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Sage
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Keen, A.
<b>Publishing Year</b>	2007
<b>Title</b>	Cult of the Amateur
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Doubleday
<b>ISBN</b>	

## **Notes**

This module is aimed at exchange students seeking to expand their use of English in a journalism context. Students will examine the news that comes from users, within the context of more news coming from this source, and explore how this affects the news agenda and issues that arise from it. It will also examine how celebrity and gossip are important components of today's media.